

## Inside Media

WILL LEVITH

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### Survey Says...the Affluent Love *People*

*People* magazine is the most popular title among people with a household income of \$85,000 and greater. But among the nation's richest, the celebrity weekly is rivaled by news and financial publications, according to The Mendelsohn Affluent Survey, which was released this month by Monroe Mendelsohn Research. Among high net-worth households—the 2.6 million with \$1 million plus in liquid/investable assets—the most-read title is *The Wall Street Journal*, read by 18 percent of respondents; followed by *People* (read by 17 percent) and *National Geographic* and *Time* (16 percent); and *USA Today* and *Newsweek* (15 percent).